

How To Sell Metal-on-Metal *Without Completely Trashing* Ceramic-on-Ceramic

Derek Edgar, Brand Manager
Tom Raish, Product Manager

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Tonight's Agenda

- Where the M2a-Magnum fits into your portfolio
- How the C2a-Taper™ Ceramic-Ceramic fits
- ***Your 3 Sales Imperatives***
- Q&A

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

The M2a-Magnum™



- 2nd large metal articulation on market, Oct 2004
- Now represents >50% of Biomet's metal-on-metal articulations
- Obvious benefits
- "Bi-Polar with a shell."

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Where Does Metal-Metal Fit?

- Younger patients
- Dislocation risk patients
- Active patients
- Non-compliant patients
- All patients w/good bone in less price-sensitive accounts!



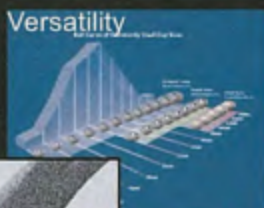
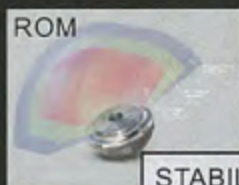
BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Derek Edgar

Exhibit 38

VF 12-12-18

Where Does Metal-Metal Fit?



BIOMET
OSTEOPEDICS INC.
Driven By Engineering

Ahhh, But the Allure of Ceramic-on-Ceramic!

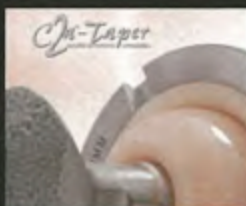
- Said to be bio-inert
- 2nd hardest material
- Widely used/accepted
- Jack Nicklaus campaign
- **Will NEVER wear out!**



BIOMET
OSTEOPEDICS INC.
Driven By Engineering

Biomet's C2a-Taper™ Ceramic-on-Ceramic

- Based on the M2a-Taper™
- 28 & 32mm BioloX Heads
- Taperloc 12/14 Stem
- Dual screwholes
- Launch is imminent



BIOMET
OSTEOPEDICS INC.
Driven By Engineering

So How Do You Sell Metal-on-Metal AND Ceramic-on-Ceramic?

- Delivering a **KEY MESSAGE** on a **CONSISTENT** basis nationwide is critical.
- We're not really sold on ceramics, but the market demands it.
- Our ceramic is the same as everyone else's...but we have a better cup and a better stem.

BIOMET
OSTEOPEDICS INC.
Driven By Engineering

Your 3 Sales Objectives

1. Objective #1: Marginalize the benefits of ceramic-on-ceramic with years-of-service comparison
2. Objective #2: Narrow the indications to just 4 specific patient groups
3. Objective #3: Keep pushing for metal-on-metal.

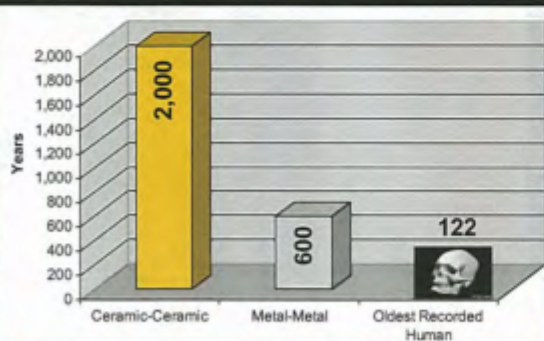
ROMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #1: Marginalize Ceramic-on-Ceramic Service Life

"Doctor, metal-on-metal will theoretically last about 600 years. Ceramic-on-Ceramic will last 2,000. Both bearings far exceed the longevity your patients need."

ROMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #1: Marginalize Ceramic-Ceramic Service Life



Objective #1: Marginalize Ceramic-on-Ceramic Service Life



Just as there is more to a car than its tires...

There's more to a hip than the bearing surface!

ROMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #2: Narrow The Indications

1. "Doctor, ceramic-on-ceramic may be a great choice for 4 specific patient types."



BIOMET
ORTHOPEDICS INC.
Driven By Engineering

The 4 Types of Ceramic-Ceramic Patients



Objective #2: Narrow The Indications

1. Patients with **compromised renal function** (<5%)
2. Patients **demanding** ceramic-on-ceramic (%?)
3. **Nickel-sensitive** metal allergy patients (<5%)
4. **Young women** of childbearing age (<1%)

**About 7% of
Patients**

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #2: Narrow The Indications



"Doctor, for the typical patient, metal-on-metal still offers the best overall versatility and performance."

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #3: Keep Pushing for Metal-on-Metal

"Doctor, there are many patients who can benefit from Biomet's ceramic-on-ceramic. But what about metal-on-metal?"

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #3: Keep Pushing Metal-on-Metal Patients Blame Their Doctors For:



1. Dislocation
2. Instability
3. Leg Length
4. Pain
5. Infection
6. Need for revision

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #3: Keep Pushing Metal-on-Metal Patients Blame Their Doctors For:

Problem	Surgeon?	Device?
Dislocation/Subluxation	X	
Leg Length Discrepancy	X	
Pain	X	
Revision	X	
Infection/Complications	X	
Worn-out bearing surface		X
Reduced function or ROM		X

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #3: Keep Pushing Metal-on-Metal Patients Need 25 Years of Service, Not 2,000

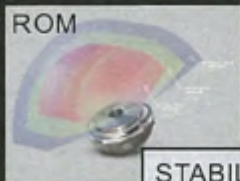


1. Feeling confident that their hip won't dislocate
2. Good use of the hip for ADL (bathroom, dressing, etc.)
3. Low possibility of "preventable" complications

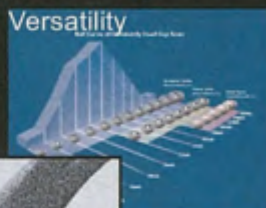
BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Good Function =
ROM, Stability, Versatility

ROM



Versatility



STABILITY



BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Oh, and Ion Release...



• Magnesium	35%
• Selenium	25%
• Chromium	35%

Ion Release

1. There is no evidence at all
2. No papers on elevated cancer incidence
3. No case studies of cancer due to THA
4. No reports of cancer cells in THA patients
5. No reports of patients acting weird
6. No reports of magnetic patients
7. Sigh...

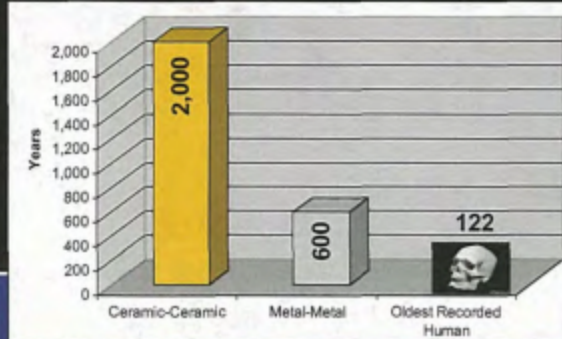
BIOMET
ORTHOPEDICS INC.
Driven By Engineering

In Conclusion

Objective #1: Marginalize the benefits of ceramic-on-ceramic with years-of-service comparison

BIOMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #1:
Marginalize Ceramic-Ceramic Service Life



Your 3 Sales Objectives

Objective #2: Narrow the indications to just 4 specific patient groups

BOMET
ORTHOPEDICS INC.
Driven By Engineering

The 4 Types of Ceramic-Ceramic Patients



Your 3 Sales Objectives

Objective #3: Keep pushing for metal-on-metal.

BOMET
ORTHOPEDICS INC.
Driven By Engineering

Objective #3: Keep Pushing Metal-on-Metal
Patients Blame Their Doctors For:



1. Dislocation
2. Instability
3. Leg Length
4. Pain
5. Infection
6. Need for revision

BOMET
ORTHOPEDICS INC.
Driven By Engineering

Thank You

Derek Edgar
Tom Raish

Questions?

BOMET
ORTHOPEDICS INC.
Driven By Engineering